

British See Financial Center as Huge Garage

(Editor's Note: The following article, reprinted from the August, 1966, number of *Interbuild*, provides a British view of one unique facet of the Del Amo Financial Center—the need to provide parking for cars which will carry employees and clients to the Financial Center.)

Symbolic, in a sense, of the Southern California way of life, a three-level circular garage for some 3,000 cars will be the focal point of a large new development designed by Victor Gruen Associates (and others). This is the Del Amo Financial Centre in the city of Torrance, now the third largest City (population: 150,000) in Los Angeles County. One cannot help reflecting on the enormous consumption of land and structural expense to accommodate automobiles, while a public transportation system would have allowed an entirely different design concept. But individual developers themselves appear to have little choice in the matter.

The circular structure has a landscaped pedestrian concourse and several specialty shops on the roof. From this concourse, employees and visitors can directly enter the lobbies of six separate buildings, three four-storey 'ring' buildings and three 13-storey office towers designed in the shape of elongated hexa-

gons. Smaller two-storey pavilion buildings will be placed more informally around the perimeter of the Centre, set among gardens and lagoons.

The completed Financial Centre will cover approximately 20 acres. An additional 180 acres owned by the developers is intended for a planned community containing residential, retail and commercial land use. It represents the largest commercial enterprise undertaken to date in the South Bay area of the county. The cost will be 30 million dollars.

Banks, savings and loan firms, brokerage houses, legal and accounting firms and insurance companies are among the businesses intended to occupy the Del Amo Financial Centre, which will provide about one million square feet of rentable office space and a comparable amount of garage parking area.

Heading up the development team as partners of Del Amo Property Company are Great Lakes Properties, Inc., of Los Angeles, and Guilford Gieser and Associates of Beverly Hills. Both firms have long experience in real estate planning and marketing and are currently collaborating on "The City", a multi-million dollar commercial-residential project in California's Orange County. Great Lakes Properties has also developed more than 7,000 acres on Palos Verdes Peninsula,

near Los Angeles, and is currently master-planning Rancho Camarillo, a 4,700-acre residential community in Ventura County.

Much of the land in this part of Southern California has been untouched since the original Spanish land grant, but now is being utilized to satisfy the expanding population. Overall planning of this financial centre is being performed by a team of architects, urban planners and economists. In addition to Victor Gruen's firm which designed the structures, master planning for the entire area is performed by Jack Bevan and Associates, planning consultants, while feasibility studies were prepared by Economic Research Associates of Los Angeles, economic consultants.

The economic study revealed interesting facts. Population of the Torrance trade area is increasing 31 per cent faster than the population of Los Angeles County as a whole. From 1950 to 1964 the number of residents grew from 306,000 to 375,000. By 1975 this figure is expected to reach 770,000. Projected retail sales are slated to climb to \$1.3 billion by 1975, nearly double the 1964 figure of \$672 million.

Families in the trade area have a higher median income than the overall Los Angeles County figure. Prosperity has encouraged the development of the centre.



Spacious Kitchens

Spacious, well lighted kitchens are a feature of every home in The Woods, R. A. Watt's 900-home development near Sepulveda Boulevard and the Harbor Freeway. The Balanced Power kitchens feature

O'Keefe & Merritt appliances in new decorator colors. Hundreds of new decorator ideas are on display daily at The Woods, located just minutes from the Del Amo Financial Center.

AT 'THE WOODS'

Home Show Winners Open

The 1967 Los Angeles Home Show is over, but visitors to Ray Watt's The Woods in the South Bay area, are invited to view a special Home Show daily at this tri-level home community.

The most complete home decorating show ever organized in the South Bay is attracting record crowds at The Woods' "Decorator's Row."

Three of the Balanced Power hits of previous Los Angeles Home Shows are open for inspection by South Bay area homebuyers at the development located on Sepulveda Boulevard, between Vermont and Normandie Avenues.

claimed hits include the Diamond Head, a three bath, four bedroom, tri-level home. The Diamond Head has been called by a panel of housewives one of the five outstanding home values in the Southland.

Another Home Show hit is the Hillhaven, which features an exciting garden court entrance. A three bath, four bedroom home, the Hillhaven presents tri-level living, specifically designed for spaciousness and privacy.

The Continental, another model at "The Woods" was the 1965 Home Show hit. Its clean, classic lines marks it as one of the outstanding contemporary designs in California.

All homes at The Woods are open daily for the in- 10 a.m. until dark.

Chace Calls Center Tribute to Torrance

Supervisor Burton W. Chace today praised the Del Amo Financial Center as a tribute to the leadership of Torrance officials.

Chace, in a statement on the occasion of formal dedication ceremonies for the Financial Center, said: "The progress heralded by the dedication of the Del Amo Financial Center is a tribute to the leadership of the business and civic communities of Torrance."

"The impact of the development, one of Southern California's largest and finest, will play a major role in the future success of Torrance."

Supervisor Chace represents the Fourth District on the Los Angeles County Board of Supervisors.



BURTON W. CHACE

Vertical Emphasis

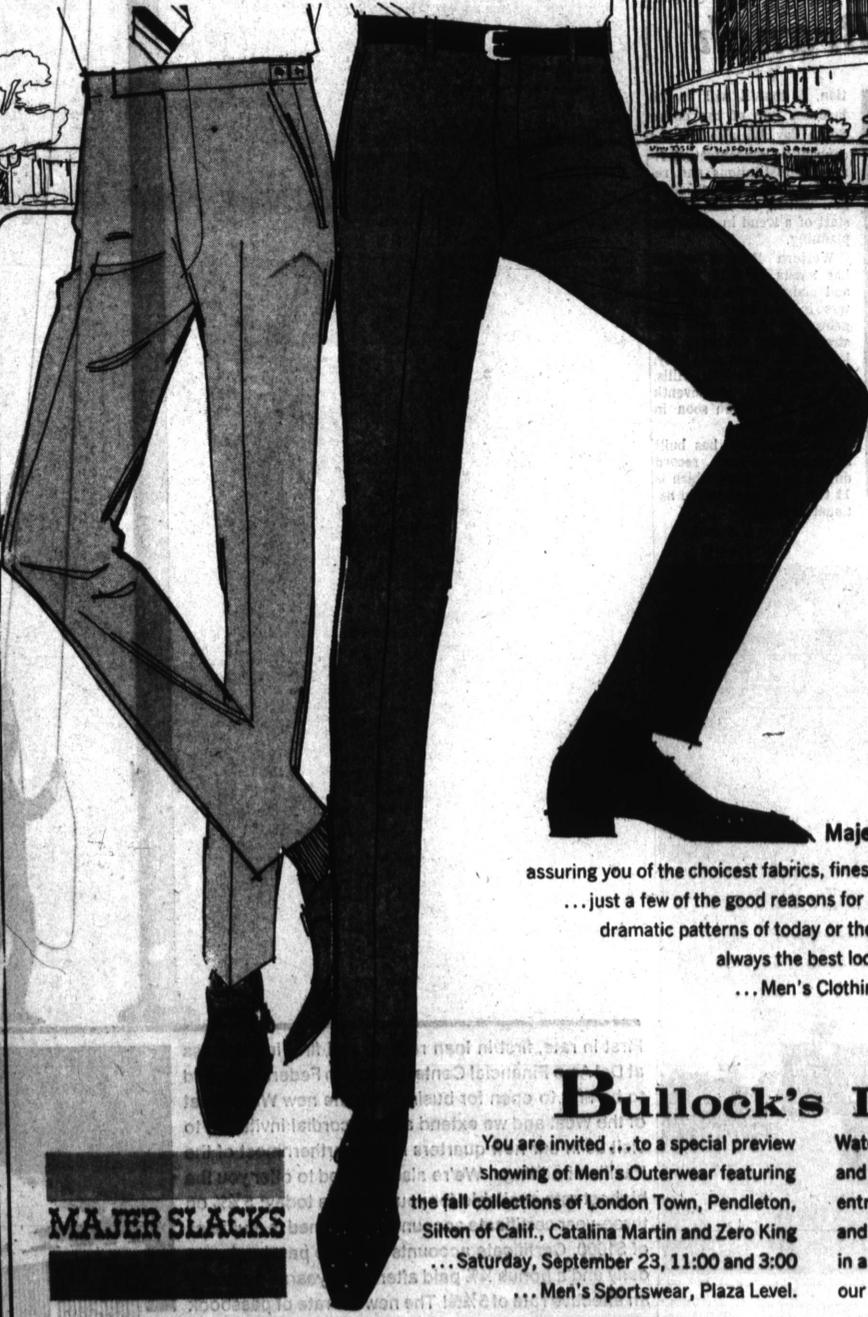
Architects for the Del Amo Financial Center have created a slender, vertical emphasis with the use of window walls and towering pre-cast concrete columns.

Alternating panels of opaque and solar-tinted glass are set in black aluminum frames in both the 13-story Union Bank Tower and the five-story ring building. Glass also was used extensively in the pavilion structures.

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You are invited... to a special preview showing of Men's Outerwear featuring the fall collections of London Town, Pendleton, Siltan of Calif., Catalina Martin and Zero King ... Saturday, September 23, 11:00 and 3:00 ... Men's Sportswear, Plaza Level.

Watch for the opening... our new Men's Grill and Special Salad Bar... enjoy delicious entrees, sandwiches, desserts, tap beer, domestic and imported wines and champagnes... all in a relaxing masculine atmosphere adjacent to our Dining Room on the Fourth Level.

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